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## CLEVELAND BUSINESS AUTHOR NAMED IN TOP 100 MOST USEFUL AND INFORMATIVE PODCASTS BY SMALL BUSINESS TRENDS.COM

April 27, 2010 (CLEVELAND) Cleveland Small Business Coach Diane Helbig's bi-monthly podcast has been named Top 100 by Small Business Trends.com. The annual list recognizes "100 of the most useful and informative podcasts we can find for entrepreneurs, small businesses and small business owners".

Helbig's book "Lemonade Stand Selling: Accelerate Your Small Business Growth, (Sales Gravy, 2009) prompted the podcasts, which are aired on Blogtalkradio.com twice a month. The growing on-line listening audience reaches throughout the United States and Canada.

"In each podcast, I try to bring new resources to address and discuss topics that are meaningful to small business owners right now and to introduce ideas and resources that listeners can put to use immediately to help grow and strengthen their business," stated Diane Helbig. Helbig has featured guests from a variety of industries that can help entrepreneurs grow their businesses, such as Marilyn D. Landis, President & CEO of Basic Business Concepts, Inc., a multifaceted service firm providing the support to keep businesses financially balanced, on track and growing.

The podcasts are aired bi-monthly at [www.blogtalkradio.com/dhelbig](http://www.blogtalkradio.com/dhelbig) and can be downloaded whenever convenient for the listener. These are free and available to anyone interested in listening and are easy to manage by clicking through and listening on the computer. Archived podcasts of previously aired programs are also available.

Diane Helbig, owner of Seize This Day Coaching, is a resident of Lakewood, OH. Her book, "Lemonade Stand Selling: Accelerate Your Small Business Growth is available on Amazon.com and Barnes and Noble.com and at select area bookstores. For more information about Accelerate Your Business Growth, visit [www.seizethisdaycoaching.com](http://www.seizethisdaycoaching.com).

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